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IN THE UNITED STATES PATENT & TRADEMARK OFFICE

IN RE APPLICATION OF:

MICHAEL C. SCROGGIE ET AL. : GROUP ART UNIT: 2761 (ANTICIPATED)

SERIAL NO: NEW CONTINUATION  
APPLICATION

FILED: HEREWITH : EXAMINER: KAZIMI, H. (ANTICIPATED)

FOR: SYSTEM AND METHOD FOR  
PROVIDING SHOPPING AIDS AND  
INCENTIVES TO CUSTOMERS  
THROUGH A COMPUTER NETWORK

PRELIMINARY AMENDMENT

ASSISTANT COMMISSIONER FOR PATENTS  
WASHINGTON, D.C. 20231

SIR:

IN THE CLAIMS

Please cancel claims 1 - 31.

32. A system for delivering incentives over the Internet comprising:

A/1  
a Web site for providing purchasing incentives from multiple sources;  
a consumer purchase history database based on consumer online shopping activity;  
a consumer database which can identify consumers by their e-mail addresses, wherein said consumer database is connected to said Web site so as to receive consumer data from said Web site; and

means for delivering purchasing incentives to consumers by e-mail.

33. The system of claim 32 wherein said means for delivering purchase incentives delivers purchasing incentives based on consumer profile.

34. The system of claim 32 wherein the consumer purchase history database and